

Statistics

Population (2003)

| | | | |
|---------------|----------------|-----------|--------------------------------|
| South Dakota: | 327,997 | metro | (0.1% of total U.S. metro) |
| | <u>436,312</u> | non-metro | (0.9% of total U.S. non-metro) |
| | 764,309 | total | |

| | | |
|----------------|-------------------|-----------|
| United States: | 241,395,996 | metro |
| | <u>49,413,781</u> | non-metro |
| | 290,809,777 | total |

Farm-Related Employment (2000)

| | | |
|----------------|-----------------|--|
| South Dakota: | 111,713 jobs | (22.2% of total South Dakota employment) |
| United States: | 25,834,574 jobs | (15.6% of total U.S. employment) |

Number of Farms (2002)

| | | |
|----------------|-----------|----------------------------|
| South Dakota: | 31,736 | (1.5% of total U.S. farms) |
| United States: | 2,128,982 | |

Average Farm Size (2002)

| | |
|----------------|-------|
| South Dakota: | 1,280 |
| | acres |
| United States: | 441 |
| | acres |

Market Value of Agricultural Products Sold (2002)

| | |
|----------------|-----------------|
| South Dakota: | \$3.8 billion |
| United States: | \$200.6 billion |

Rank among all States in market value of agricultural products sold (2002): #21

Top 5 Agricultural Commodities (2002)

| Commodity | Value of receipts (thousand \$) | Percent of U.S. value |
|-------------------|---------------------------------|-----------------------|
| Cattle and calves | 1,494,243 | 3.9 |
| Corn | 661,788 | 3.8 |
| Soybeans | 624,745 | 4.6 |
| Hogs | 246,481 | 2.6 |
| Wheat | 179,059 | 3.2 |

Value of Agricultural Products Sold Directly to Consumers (2002)

South Dakota: \$3.8 million
United States: \$812.2 million

Farmers Markets (2004)

South Dakota: 9
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

South Dakota: \$2.2 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

South Dakota: 57,417 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in South Dakota: 0
Total: 96

Marketing Products and Services

Specific to South Dakota

AMS Presents Wheat Export Seminar

In February 2006, AMS, in cooperation with the South Dakota Wheat Commission, presented a seminar in Pierre to explore the increased interest in identity-preserved grain exports. The workshop addressed a broad range of topics, including niche and emerging markets for

identity-preserved grain, grain quality testing, government export programs, and leasing containers and equipment. Speakers included Federal and local government members, shippers, and freight forwarders.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$60,000 was awarded to the South Dakota Department of Agriculture, in cooperation with the South Dakota Specialty Producers Association and the South Dakota Extension Service, to create a marketing plan for South Dakota specialty producers and improve the efficiency of the current product distribution system.

Regional Interest

Regional Ranchers Conference

In November 2005 AMS participated in the *Northern Regional Successful Strategies for Farmers and Ranchers Conference*, sponsored by USDA's Risk Management Agency, in Billings, MT. Livestock production and marketing, and agricultural risk management were highlighted at the conference. Individual workshops addressed alternative farm enterprises, organic and hydroponic farming practices, and other methods for small and medium-sized agricultural producers to remain economically viable in a rapidly changing market environment. Conference attendees included farmers, ranchers, Tribal leaders and members, community based organizations, and others from Alaska, Idaho, Montana, Oregon, North Dakota, South Dakota, Washington, and Wyoming. AMS handed out literature on direct farm marketing practices, including copies of *Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), a study developed by AMS in collaboration with Texas A&M University.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth

in farmers markets operations, and provides and updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.